V

Office of the ...

Madras, 1...

No. 1 MONTHLY REVIEW

SEPTEMBER 1941

Introductory. The question has been considered how best to keep districts informed of activities at provincial headquarters and in other districts in regard to the provincial War Effort. Various possibilities were noted, one being an amplification of the scope of the Madras War Review, another the broadcasting of a monthly talk. Finally, districts have agreed generally that the purpose could best be achieved by something in the nature of a monthly letter. With these notes, we attempt a start with September—the first month of the third year of the War. It is hoped that any imperfections will be excused and that items of news value and interest will be suggested for incorporation from time to time in subsequent letters. For the present, it is proposed to supply 30 copies to each district but the number can be increased if there is a demand.

The War Anniversary. The month opened, practically, with the observance of the Second Anniversary of the declaration of war. On the 3rd September 1939, Britain and India declared their resolve to rid the world, once and for ever, of Nazism that "unclean, evil thing." To that task, the Madras Presidency, with the rest of the Empire, rededicated itself on the 3rd September 1941. Prayers, processions and meetings were held that day in every city, town and village. The meeting in Madras was presided over, and addressed by His Excellency who had come to Madras especially for this purpose though he had only just returned to Ootacamund from a strenuous August tour.

Linked with the 'V' movement. The will to Victory, which expressed itself in the observance of the anniversary, found a natural symbol in the 'V' sign of the 'V' movement. Spontaneously and, as if acting on an universal instinct, men and women wore the V sign on their dress ... on vehicles, and wove it in ... their celebrations of the

On the Karthikai night, sacred to God Subrahmanya, lit clay lamps are used to decorate houses in the Tamil districts. Ramnad indented on that custom and had houses in its villages decorated on the War Anniversary night with rows of Vs of lit clay lamps.

It is very important to avoid any cheapening of the significance of the 'V' and from time to time emphasis should be laid on the fact that, in its origin, the 'V' movement is a movement of the oppressed peoples in the occupied countries and, when we adopt the symbol ourselves, it does not indicate the anticipation of an easy victory but rather the resolve to assist to rescue all these unfortunate people in every possible way.

Proposed 'V' pin badge. It has been decided to incorporate the V sign in the design of the Governor's War Fund Pin Badges. By a slight alteration in the existing design, the Crown in the centre of the badge could be placed inside a V and room could be found for the words "For Victory" underneath the V. Thus the distinctive War Fund badge which has become very popular will not be displaced.

Executive Committee. The Executive Committee of the Provincial War Committee met twice during the month on the 5th and the 26th. His Excellency the Governor presided over both the meetings.

The Recruitment Sub-Committee met on the 4th and the 26th, the Finance Sub-Committee on the 2nd and the 16th, the Propaganda Sub-Committee on the 8th and the 22nd and the Defence Loans Sub-Committee on the 23rd September.

Recruitment.—Thirteen applications fo... Emergency Commissions were rec... Committee during Se... recommended...

...ssions in the Indian ...riod of the War. The ...is expanding daily. Pilots, ... Air-gunners are required for ... service. The fullest publicity should ...given to this.

A special committee of the Recruitment Sub-Committee is considering a scheme whose object is the starting of a Military Training School in Madras where physical training and good food will be combined with discipline and where young men who wish to apply for Emergency Commissions or Commissions in the Indian Air Force Reserve during the war will be given practical training.

A recruiting party began its tour of South India to recruit candidates to the Royal Indian Navy.

Taluk Welfare Committees. The formation of Taluk Welfare Committees to look after the families of soldiers was completed in 22 districts. In the Nilgiris and East Godavari districts, Committees have been formed in most taluks. In Madras, there is a Central Committee. Divisional Committees have not yet been formed.

Finance. The Governor's War Fund stood at Rs. 1,47,25,923-10-10 on 2nd September 1941. Subscriptions during the month amounted to Rs. 4,64,245–9–8. Subscriptions up to the 30th of September 1941 totalled Rs. 1,51,90,169–4–6, the largest contribution during the month from a district being Rs. 83,875–2–7 contributed by the Salem district. Notable individual contributions during the month were the Raja of Venkatagiri's donation of Rs. 10,000 for ambulances and the Maharaja of Parlakimedi's donation of Rs. 4,000 for comforts for Indian troops in Egypt. The largest individual subscription since the fund started is that of the Zamindar of Yellamaro who has given one lakh of rupees. The Fund passed the 1½ crore mark on 19th September and reached the Million Sterling mark for "Aircraft for Britain" during the month.

Aircraft for Britain. Out of the million pounds sterling, three Fighter squadrons and a squadron of Wellington Bombers have been purchased for ... The question was discussed with ...h the valuable services of ... portion of

Madura, Guntur, Nellore and Vizagapatam were received very recently and they have been sent to the newspapers for publication.

Indian Defence. After consultation with the Defence Department of the Government of India, it was decided to earmark the amount under this head (about 1 lakh) to the purchase of armoured carriers.

Pin Badges. The total sum realized by the sale of Governor's War Fund Pin Badges until 1st September 1941 was Rs. 1,448–13–0. Rs. 37 was realized from the Madura district during the month bringing the total at the end of the month to Rs. 1,485–13–0.

At the request of the Director of Public Instruction, 1,000 pin badges bearing the portrait of Their Majesties were sent to him on 2nd September 1941 for sale to school children at one anna per badge. On 19th September 1941, the Director reported that there was a keen demand for those badges and applied for 3,000 more badges. They have been ordered and will be sent. This type of button badge evidently appeals to our school children.

Sale of Victory Labels. The sum realized by the sale of Victory War Labels stood at Rs. 9,818–14–0 on the 1st September. Rs. 823–10–0 was realized in September, Nellore alone contributing Rs. 747–2–0. The total realizations till the end of September amounted to Rs. 10,642–5–0.

Defence Bonds and Certificates. The value of interest-free Defence Bonds purchased up to 30th August 1941 amounted to Rs. 7,05,776–1–0, of 3 per cent 1949–52 Defence Bonds to Rs. 1,25,00,500 and of Defence Savings Certificates, Madras Circle, to Rs. 36,89,275. (Figures for September are not yet available.)

The position in regard to Defence Bonds and Defence Savings Certificates calls for further special effort. A disquieting feature is the continued withdrawals of investments in Defence Savings Certificates.

In Trichinopoly, a Defence Savings Provident Fund will shortly be int... South Indian Railway Ad... Committee also decided ...

Propaganda Leaflets. War Series Leaflets Nos. 38 to 41 were issued during the month. No. 38 is a reprint of the generous tribute paid by His Excellency the Commander-in-Chief to the work of the Indian troops, in the course of his broadcast on the 13th August 1941. Leaflet No. 39, 'One by One,' is a reprint of Mr. Churchill's inspiring broadcast on his "symbolic meeting" with President Roosevelt in "a spacious land-locked bay" of the Atlantic. Leaflet No. 40 is a reprint of Mr. Denniston's talk, entitled "The Warning to India," broadcast from the Madras station of the All-India Radio on the 24th August 1941 in the 'It is Up to Us' series. The background against which our war effort should be viewed is set out in that pamphlet with such distinction of subject-matter, arrangement and style that the pamphlet is well worth study. Leaflet No. 41 "The Voice of Doom" is a reprint of the sombre message, mysteriously interpolated into the Nazi Radio programme on the 23rd August, calling on Germans, if they would save themselves from sorrow, to destroy Hitler and make an end of this senseless War. The "Voice of Doom" was printed also as a poster and distributed throughout the Province.

Propaganda Vans. Five Propaganda Vans were working in the districts throughout the month. A sixth van was added on 26th September 1941. The first van completed its tour of the South Arcot district and toured Tanjore during September. The second van completed Coimbatore and toured the Nilgiris. The third van toured in the Nellore and the East Godavari districts. The fourth van had completed North Arcot district and toured Chingleput. The fifth van had completed Guntur and toured Kistna. The sixth van which was received on 26th September 1941 was allotted to the group of districts, Anantapur, Bellary, Kurnool and Cuddapah and was sent to the Anantapur district. It is clear from reports received that the work done by the vans meets a real need at the present time. The films and slides are reported to give the people in the villages an idea of the war, such as they have never had before. Pictures of the weapons of war, of destruction and courage, and of the equipment, training and valour of British and Indian troops bring vividly to the minds of the villagers the issues which are of immediate moment.

Slides. To date, 3,112 slides have been made by the Madras Provincial War Committee, of 136 different War pictures and 840 coloured slides have been received from the Government of India. Slides were sent to districts in boxes of 20. Each district was supplied with 2 to 9 such boxes. The slides are being exhibited in the magic lanterns available with Education, Public Health, Agriculture, Veterinary and Local Boards authorities. A special committee has been formed in each district to arrange for the circulation and exhibition of the slides throughout the district and to see that full and proper use is made of them. It is important that the slides should be shown regularly and programmes drawn up as far as possible.

Each Propaganda Van is equipped with about 40 slides, which are being regularly exhibited in the districts. Slides showing the theatres of War, west and east of India, were recently made and a copy of each slide was issued to each Propaganda Van.

Lectures. The Madras District Propaganda Sub-Committee arranged three special lectures by Pilot Officer Lorraine on the 'Fifth Column' at the Y.M.C.A. on the 10th September, 'The Royal Air Force' at the Senate House on the 11th and the 'War of Nerves' at the Connemara Hotel on 17th September 1941. The lectures, full of wit and humour, story and anecdote, were much appreciated. The second lecture gave an inside view, to the extent permissible, of the work of the Royal Air Force.

Pilot Officer Lorraine had agreed to deliver a lecture at Trichinopoly on the 25th September. When he was starting for Trichinopoly, however, he was recalled to duty and the engagement had to be cancelled by telegram.

War Films. The War Films 'Lofoton Islands' and 'Fighter Pilots' sent by the Film Advisory Board were exhibited in cinema theatres in the Province during the months and are reported to have had a good reception. The Collector of Madura arranged for a free show of 'Lofoton Islands' for the benefit of students and the Collector of Malabar arranged a similar free show of 'Fighter Pilots.'

Free shows of War films are arranged three times a week at the Gaiety Cinema Theatre, Trichinopoly, for the benefit of the students and the public.

Radio. A talk, in English, on the war as it affects India, is broadcast every Sunday at 8-25 a.m. from the Madras station of the All-India Radio. The speakers in September were the Director of War Publicity (7th September 1941), Mr. C. S. Venkatachari (14th September 1941), Mrs. Dorothy Ward (21st September 1941) and Mr. M. Rathnaswami (28th September 1941). A review of world events in Tamil was broadcast from the Madras station every Friday at 7 p.m. and in Telugu every Thursday at 7 p.m. There were, further, talks in English on topics connected with the war, broadcast from the Madras station every Tuesday at 9 p.m.

The Trichinopoly station broadcast every Tuesday at 7 p.m. a talk in Tamil on "Ourselves and the War". With a view to decide whether any talk in the series is suitable for printing in leaflet form, the Trichinopoly District War Committee has constituted a special Sub-Committee.

A portion of the evening villagers' programme broadcast from Trichinopoly was devoted to the dissemination of current war news in dialogue form.

Both Madras and Trichinopoly relayed from 9-30 to 10 p.m. every night news and commentaries from the B.B.C.

There has been a very good response from districts to the request to supply criticisms of the various radio talks and we desire to thank those gentlemen who have obviously taken great pains over this. Summaries of these criticisms are furnished regularly to the Radio Directors, Madras and Trichinopoly.

A copy of the programme of the Madras station of the All-India Radio for October and the first fortnight of November 1941, relating to the war, is shown as an annexure to these notes. It is regretted that a similar copy of the programme of the Trichinopoly station was not obtained.

Village Reading Circles. Village Reading Circles have been formed in all the districts in the Presidency. The number of circles formed in the districts—not including the circles formed in Chingleput, Nellore, Malabar and East Godavari as to which precise figures were not furnished—was 7,653 at the beginning of July. Figures for the quarter ending September are being received.

Reading Circles in the Tamil districts are being supplied with copies of "Yuddhasanchikai" (Tamil) and Reading Circles in Telugu districts, with copies of "Yuddhasanchika" (Telugu). Circles in Malabar are supplied with copies of "Kerala Patrika", a Malayalam Weekly. Circles in the Kollegal taluk of the Coimbatore district and in the South Kanara district are being supplied with copies of "Swathanthra Bharat". In addition to "Yuddhasanchika", reading circles in the Kistna and West Godavari districts are being supplied with copies of "Andhra Vani", a Telugu Weekly and circles in the Hospet taluk of the Bellary district with copies of "Navasandesh", a Kannada Weekly. It is proposed shortly to equip each of the circles with a set of maps so as to enable them to make full use of the material supplied.

A word of caution may, at this initial stage, be timely. Vigilance is necessary lest Village Reading Circles become institutions which help merely to swell statistics and are supposed to add weight to reports but are really non existent and do positive harm by inducing a belief in their existence and thereby preventing the starting of other useful institutions to serve the purposes intended.

Victory House. In G.O. No. 1978, Public (War Publicity), dated 11th September 1941, Government sanctioned the establishment of a Central Publicity Headquarters at Madras and the renting, for the purpose, of the building previously occupied by Messrs. Whiteaway Laidlaw and Company at Mount Road. The cold words of the Government Order enshrine warm hopes. Arrangements are in progress for moving into the building. It will be named "Victory House".

One line of development hoped for from "Victory House" is that it may become a centre where war workers scattered throughout the Province will call as a matter of course when they visit Madras and meet one another for friendly discussion and comparison of notes in a suitable room set aside for the purpose.

To serve its purpose, "Victory House" should function as the Nerve-centre for the co-ordination and direction of war publicity activities of all kinds throughout the Province.

Provincial War Committee meeting. A full meeting of the Provincial War Committee will be held on the 7th November in the Banqueting Hall under the presidency of His Excellency the Governor. It is hoped that there will be a good muster of members of District Committees who have been specially invited to the meeting. It is fully expected that the two Railways will confirm that the travelling concession allowed for the last Provincial War Committee meeting will be allowed this time also and for all future meetings.

Propaganda Sub-Committee Conference. The Chairman and the members of the Propaganda Sub-Committee of the Provincial War Committee are availing themselves of the opportunity afforded by the attendance of District representatives at the coming meeting of the Provincial War Committee, to meet them in Conference in order to exchange ideas on the media and methods of propaganda and generally to pool the experience of representatives with a view to its further utilization. The Conference will be held in the Council Chamber, *Fort. St. George*, on Saturday, the 8th November 1941. A separate circular has been issued about this.

His Excellency's tour. His Excellency has programmed a tour in the Tinnevelly and Madura districts in October and will open the War Efforts Conference in Tinnevelly on the 17th.

A Christmas present for every soldier serving overseas.

The Central Amenities for Troops Committee are taking steps to ensure that every British and Indian soldier serving overseas receives a Christmas gift.

In order to achieve an equitable distribution to all units, they have asked the Joint War Charities Committee to try and co-ordinate all efforts throughout Madras Presidency and send all gifts through the Central Committee. Only in this way can shipping space be assured for the presents which they feel confident the public will give generously.

Standard Boxes for groups of approximately 10 men each and costing Rs. 10 per box, are being prepared at the request of the Central Amenities for Troops Committee and it is hoped that sufficient subscriptions will be received to enable us to send thousands of these overseas. The contents of these boxes are as follows :—

British Troops.

(1) 3 tins Camp Pie
1 tin Pears
1 tin peaches
1 tin Apricots
2 lb. Fruit Cake
2 lb. Seedless Raisins
Cashewnuts

or

(2) 3 tins Herrings in Tomato Sauce
1 tin Pears
1 tin Peaches
2 lb. Fruit Cake
1 lb. Seedless Raisins
Cashewnuts

or

(3) 2 tins Walls Sausages
1 tin Pears
1 tin Peaches
1 tin Apricots
2 lb. Fruit Cake
1 lb. Seedless Raisins
Cashew nuts

Indian Troops.

Fried cashewnuts
Fried dal
Fried chuda
Karachi halwa
Bombay satta
Sultanas
Pappadams
Asoka nuts

It is hoped that every effort will be made to secure a response to this appeal worthy of the splendid war efforts already made by the Province.

F.R.B.

ALL INDIA RADIO, MADRAS.

OCTOBER 1941.

Regular features—

7–50 a.m... War Commentary in Tamil (Mondays, Tuesdays, Wednesdays, Thursdays and Fridays).
6–20 p.m... War Commentary in Telugu (Mondays, Tuesdays, Wednesdays, Fridays and Saturdays).
6–35 p.m... Lokavarta in Malayalam (Tuesdays and Thursdays).
6–35 p.m... Kalachakra in Kannada (Mondays, Wednesdays and Fridays).
9–00 p.m... World Affairs (English from BBC) (Every Friday).
9–00 p.m... Voice of the Nazi (English from BBC) (Every Saturday).
9–45 p.m... War Commentary (English from BBC) (Daily).

16th	7–00 p.m...	It Happened Thus. ..	Telugu	.. Narla Venkateswara Rao.
17th	7–00 p.m...	Ulagapokku ..	Tamil	.. A. N. Sivaraman.
19th	8–25 a.m...	It's up to us.. ..	English	.. V. C. Soundararajan.
	9–00 p.m...	Moving Finger (Feature).	English	.. Air Staff.
20th	7–00 p.m...	Behind the Smoke Screen ; Employment or Slavery.	Tamil	.. K. O. Antoni.
	9–00 p.m...	A.R.P.	English	..
22nd	9–00 p.m...	Fear and Want ; I. In France.	English	.. Rev. Fr. Balam.
23rd	7–00 p.m...	Prapancha Sameeksha ..	Telugu	.. S. G. Acharya.
24th	7–00 p.m...	Ulagapokku ..	Tamil	.. Dr. S. M. Nainar.
26th	8–25 p.m...	It's up to us	English	.. F. A. Adlard.
27th	9–00 p.m...	The Fabric of Defence ; Mechanized Army.	English	.. Col. D. M. Reid.
28th	6–45 p.m...	Topical Feature ..	Telugu	.. Air Staff.
	7–00 p.m...	Peril from the Sky ..	Telugu	..
	9–00 p.m...	News from Berlin ..	English	.. Dr. A. Krishnaswamy.
29th	7–00 p.m...	Present Day Economics ; National Economy.	Tamil	.. Prof. J. S. Ponniah Nadar
30th	7–00 p.m...	It Happened Thus. ..	Telugu	.. Narla Venkateswara Rao.
31st	1–40 p.m...	Shining Lights ; Eleanor Roosevelt.	Tamil	..
	7–00 p.m...	Ulagapokku	Tamil	.. Dr. D. D. Dasan.

TOPICAL PROGRAMMES FOR NOVEMBER 1—15, 1941.

Regular Features—

7–50 a.m. ..	"Topical Talk" in Tamil (Mondays, Tuesdays, Wednesdays, Thursdays, and Fridays).
6–20 p.m. ..	War Commentary in Telugu (Mondays, Tuesdays, Wednesdays, and Saturdays).
6–35 p.m. ..	Loka Varta in Malayalam (Tuesdays and Thursdays).
6–35 p.m. ..	Kalachakra in Kannada (Mondays, Wednesdays and Fridays).
7–00 p.m. ..	Voice of the Nazi : English (Relay from B.B.C. every Saturday).
7–15 p.m. ..	World Affairs : English (Relay from B.B.C. every Friday).
9–45 p.m. ..	War Commentary : English (Relay from B.B.C.)
9–55 p.m. ..	Listening Post (daily) : English (Relay from B.B.C).

1st November—			
7–15 p.m. ..	Money matters : Production during War.	Telugu	.. Professor M. Venkatarangayya.
2nd November—			
8–25 p.m. ..	It's Up to Us ..	English	.. * P.V. Rajamannar.
9–00 p.m. ..	Great Stories of the War ; Matapan.	English	.. * Capt. C. J. Nicoll, D.S.C., R.I.N.
4th November—			
1–50 p.m. ..	Background to the News ; (For Colleges).	English	.. A.I.R. Staff.
5th November—			
7–00 p.m. ..	Behind the Smoke Screen ; the Guides Press.	Tamil	.. T. A. V. Nathan.
9–00 p.m. ..	Fear and Want ; Poland ..	English	.. * Professor E. J. Bingle.
6th November—			
7–00 p.m. ..	Prapancha Sameeksha ..	Telugu	.. N. V. Seshayya.
7th November—			
7–00 p.m. ..	Ulagapokku	Tamil	.. A. Muthayya.
8th November—			
1–40 p.m. ..	Women Pilots (For Women).	Telugu	.. * Shrimati C. Padmavathi.
9th November—			
8–25 a.m. ..	It's Up to Us	English	.. * Diwan Bahadur A. Appadurai Pillai.
9–00 p.m. ..	The moving finger. A news feature.	English	.. Written and produced by * F. C. Cross.
10th November—			
2–15 p.m. ..	We are at War ; How best can one serve (For High Schools).	English	.. * Diwan Bahadur A. Appadurai Pillai.
11th November—			
9–00 p.m. ..	News from Berlin ..	English	.. Dr. A. Krishnaswami.
12th November—			
7–00 p.m. ..	Air Raid Precautions ..	Tamil	..
13th November—			
1–35 p.m. ..	Man Power multiplied ; The Submarine (For Colleges).	English	.. Capt. C. J. Nicoll, D.S.C., R.I.N.
7–00 p.m. ..	Prapancha Sameeksha ..	Telugu	.. Narla Venkateswara Rao.

* Names of talkers to be confirmed.

MADRAS : PRINTED BY THE SUPERINTENDENT, GOVERNMENT PRESS.